



MINUTES
EDC-VC EXECUTIVE COMMITTEE MEETING
July 1, 2015

Location: 1601 Carmen Drive, Suite 215, Camarillo

Attendance: Harold Edwards – Limoneira Company
Kathy Long, *Secretary/Treasurer* – County of Ventura
Roseann Mikos, *Chair* – City of Moorpark
Sim Tang-Paradis – City National Bank
Mike Tracy – City of Ventura

Absent: Brian Gabler – Economic Roundtable Representative, City of Simi Valley
Sylvia Muñoz Schnopp – City of Port Hueneme
Peter Zierhut – Haas Automation

Legal Counsel: Nancy Kierstyn Schreiner – Law Offices of Nancy Kierstyn Schreiner

Guests: John Brison, Assemblymember Jacqui Irwin Rep
Nancy Frawley, Assemblymember Jacqui Irwin Rep
Lon Hatamiya, Hatamiya Group
John Schaefer, Monsanto
Sandy Smith, Sespe Consulting
Doug Svensson, Applied Development Economics

Staff: Marvin Boateng, Loan Officer
Ray Bowman, SBDC Director
Kelly Noble, Office Manager
Bruce Stenslie, President

Call to Order: 8:38 a.m. Roseann Mikos welcomed everyone.

Roll Call: Kelly Noble

Amendment to the Agenda: None

Public Comment: None

Approval of Executive Committee Minutes, June 3, 2015 Roseann Mikos requested a motion to approve the minutes from the June 3, 2015 Executive Committee meeting. Mike Tracy moved to approve and file the minutes from June 3, 2015. Kathy Long seconded the motion. All listed in attendance in favor, motion carried.

Administration **Discussion of Ventura County Comprehensive Economic Development Strategy, Concentration on Agriculture Sector/Food Systems Sustainability and Potential Unrealized Opportunity in Food Processing. Presentation by Doug Svensson, Applied Development Economics, and Lon Hatamiya, the Hatamiya Group.**

As previously reported, EDC-VC has for over the last year and a half served as one of 12 members of the California Sustainability Network (www.castewardship.org). The Network is self-governing, though essentially sustained through funding provided by the Morgan Family Foundation (www.morganfamilyfoundation.org/).

The purpose of the network is to encourage innovative thinking, regional and statewide collaboration and exchange of ideas intended to address the state's economic, environmental and social challenges and opportunities.

A primary interest of the Stewardship Network is to look at these major California challenges from a "triple bottom line" perspective, that is, in consideration of the Economy, Social Equity and Environmental Balance.

Moving Forward on Food Systems Opportunity: Last year, through our participation in CSN, we completed a regional Economic Development Strategy, or CEDS. *One of the specific findings in the CEDS is that while Ventura County is a national leader in food production, we are inefficient in securing greater benefit from this productivity through the secondary and/or value added components of food processing and distribution.*

In consideration of this, we are moving forward this year with an exploration of the benefits of a more diversified food systems strategy, toward improving opportunity for sustaining our high value agriculture sector.

Chair Mikos had everyone introduce themselves. Doug Svensson gave a brief discussion on his & Lon Hatamiya's backgrounds and Doug and Lon provided a detailed outline of the project scope of work. The discussion continued for approximately an hour. Moving forward, the Committee will be kept abreast of the work. We anticipate final product by the end of November.

Small Business Development Center Quarterly Report

Today's report addresses outcomes through May of 2015, with the full 2nd quarter data to be shared with the full Board of Directors later in July.

The program is funded by the US Small Business Administration (SBA), through an annual national appropriation of approximately \$113 million. Our SBA-contributed funding of \$325,000 is secured through a contract with Long Beach City College, which serves as the "lead center" for Los Angeles, Ventura and Santa Barbara counties. Our program service area is all of Ventura and Santa Barbara Counties. Our \$325,000 SBA grant allocation must be matched 100%, half of that in cash, half in-kind.

In addition to the base contract, this year the lead center has augmented our agreement by \$99,000, *not* requiring matching funds, to serve as the region's lead on International Business issues. The scope of work, including objectives, for this new contract element is attached.

The baseline SBDC program is focused on delivering specific economic outcomes (summarized below, concentrated on new capital infusion, new jobs created) with small business clients, generally defined as any firm with fewer than 500 employees. Most clients we serve employ fewer than 30 workers, though there is wide distribution by size.

The primary service activity is direct, professional client advising and technical assistance, organized around scopes of work focused on assisting businesses achieve positive economic outcomes. To deliver that service we maintain some 30 consultants on contract, available to business at no cost. The total direct services consulting budget is approximately \$190,000, or some 40% of the cash available in the total contract.

Per SBA regulations, there are three contractual performance goals, concentrating on long-term client engagement, capital infusion and business start-ups. Our outcome targets are prescribed by our SBDC lead center in Long Beach.

For this year, our target for Long-Term Clients was lowered by 12; our target for Capital Infusion was increased by \$4,000,000; and our target for Business Start-ups was increased by two. The outcome data displayed below is for the 2015 program's first quarter, January through March.

Performance Goals	Outcome Target	Outcomes thru May
Long Term Clients (5+ hours)	206	88
Capital Infusion	\$20,000,000	\$30,981,900
Business Start-ups	40	23

All outcomes are documented by signed agreement from the businesses served.

Through this five month period we are ahead of all contract goals and far exceeding the larger network's performance. We have already exceeded our year-end goal for capital infusion. We anticipate exceeding our year-end goals for all three elements.

We have only just received the contract augmentation for the international business scope of work so have no reporting yet on that contract item. We anticipate reporting some considerable detail at our July full board meeting on our program activities in international business.

In addition to tracking economic outcomes, we also pay close attention to the distribution of our services by region and industry sector. We continue to have an extremely diversified industry mix. We have a priority this year to reach a higher number of clients in historically lesser served areas. We'll have more detail on the current performance on time for the full board meeting later in the month.

Ray Bowman added that the EDC-VC SBDC is now the lead in Southern California for International trade, securing a \$99,000.00 grant through the SBA with no match required. Bowman explained the grant and what outcomes it will meet.

President's Report

Nothing more to report at this time.

New or Unfinished Business: None.

Executive Committee Comments: None

Adjournment: 10:09 a.m.

Minutes taken by Kelly Noble